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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re applications of:

WILLIAM T. ROWSE ET AL.

Serial Nos.: 09/547,661
09/547,650

Filed: April 12, 2000

For: **SYSTEM FOR PROCESSING A CUSTOMER CONCERN, and
METHOD FOR PROCESSING A CUSTOMER CONCERN**

Attorney Docket Nos.: 200-0053 (FMC 1185 PUS)
200-0054 (FMC 1186 PUS)

Commissioner for Patents
United States Patent and Trademark Office
Washington, D.C. 20231

Sir:

DECLARATION UNDER 37 C.F.R. § 131

I, **WILLIAM T. ROWSE**, do hereby declare:

1. I am an inventor of the subject matter disclosed and claimed in U.S. Patent Application Serial Nos. 09/547,661 and 09/547,650, each filed on April 12, 2000 (the "Inventions").
2. I am the President of MediaMagic Corporation, having its primary place of business at 143 Brookside Drive, Belford, NJ, 07718.
3. The Inventions were conceived prior to June 1999, the date of the "'Been there, done that' with scanning technology?" reference, and the inventors worked diligently from before June 1999 through April 12, 2000 to reduce the Inventions to practice.
4. Exhibit 1 attached to this Declaration is a presentation created on April 24, 1999 generally describing the Inventions. This presentation was authored by me and confirms conception of the Inventions prior to June 1999.

CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8

I hereby certify that this paper, including all enclosures referred to herein, is being deposited with the United States Postal Service as first-class mail, postage pre-paid, in an envelope addressed to: Commissioner for Patents, United States Patent and Trademark Office, Washington, D.C. 20231 on:

Aug. 27-03
Date of Deposit

JOHN S. Le ROY
Name of Person Signing

John S. LeRoy
Signature

S/N: 09/547,661

Any Dis No. 200-0031 (PMC 1185 PUS)

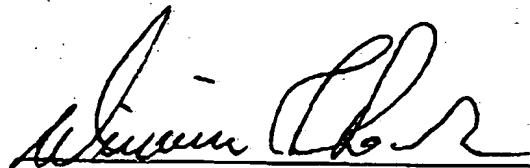
5. Exhibit 2 attached to this Declaration is a document authored during a design meeting on May 13, 1999 including my subcontractor (PECA) and one of its suppliers (COLRUD Corp.). This document includes a sketch of a unitary digital camera and scanner unit removably-cradled into a docking station.

6. Experimental embodiments of the Inventions were first piloted at various Ford Motor Company dealerships on October 4, 1999. This fact is memorialized by the "Digital Imaging Install Schedule" shown in Exhibit 3 attached to this Declaration. These experimental embodiments underwent re-engineering and were not perfected until early 2000.

7. Exhibit 4 is an excerpt from an invention disclosure prepared by the inventors on January 11, 2000.

8. Between January 11, 2000 and April 12, 2000, the inventors met with and were in regular communication with Ray Vivacqua, the patent attorney who prepared and filed the patent applications for the Inventions.

Date: AUGUST 26, 2003



WILLIAM T. ROWSE

Appendix 1

Dealer Process 1

- Take camera/bar code
- Camera settings are
- Follow script menu
- Swipe bar code, take
- Dock camera. Down
- Review photos

FDIS laminate Properties

General Summary Statistics Contents Custom

Created: Saturday, April 24, 1999 8:40:36 AM
Modified: Tuesday, August 26, 2003 10:16:26 AM
Accessed: Tuesday, August 26, 2003
Printed:

Last saved by: William T Rowse
Revision number: 6
Total editing time: 25 Minutes

Statistics:

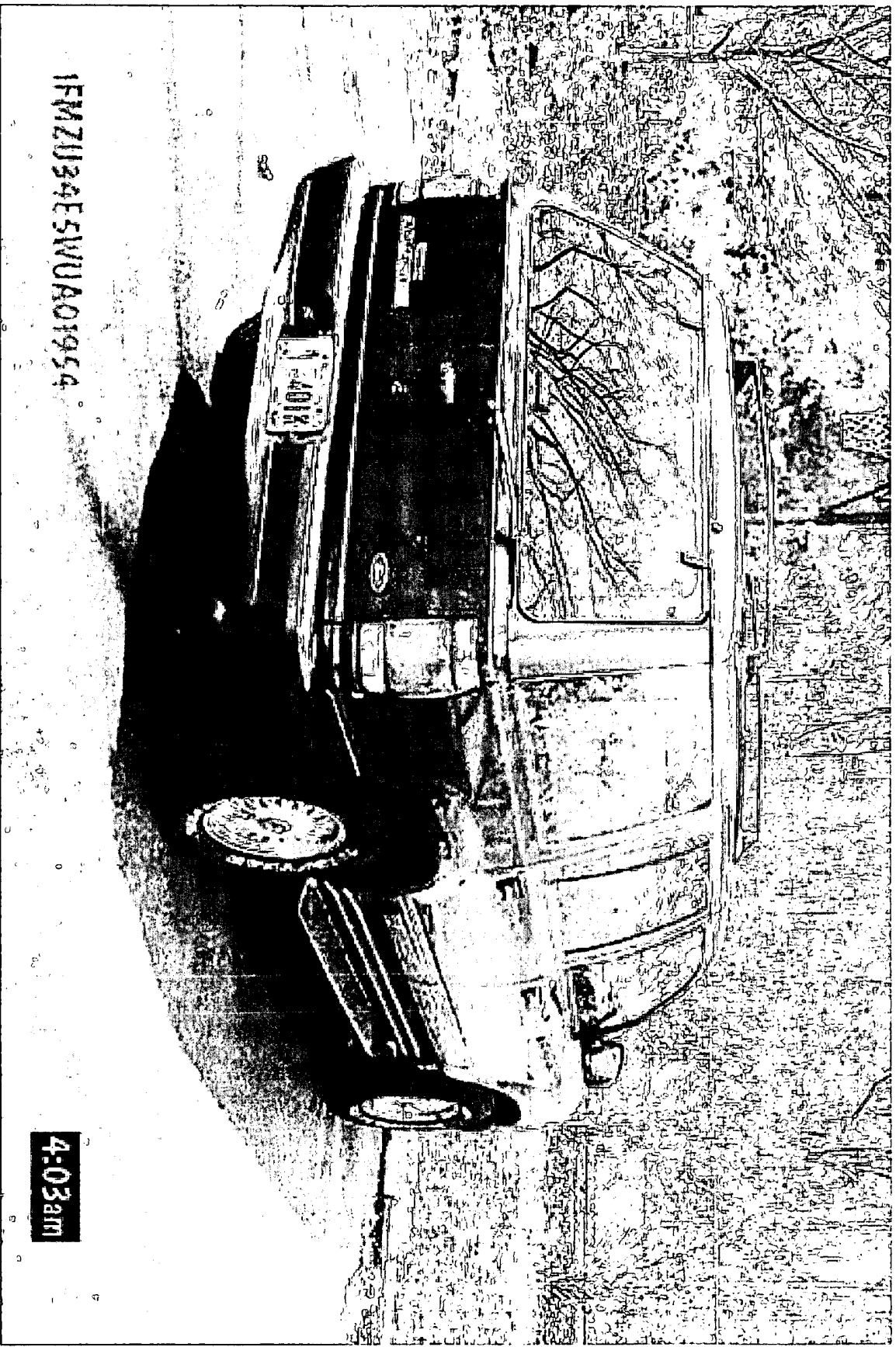
Statistic name	Value
Slides:	5
Paragraphs:	21
Words:	92
Bytes:	301537
Notes:	0
Hidden slides:	0

OK Cancel

Date Created

Dealer Process 1

- Take camera/bar code reader to vehicle
- Camera settings are automatic
- Follow script menu
- Swipe bar code , take photos
- Dock camera. Download is automatic
- Review photos



IFMZU34E5WUA01954

4:03am

VIN AUTOMATICALLY WATERMARKED ON PHOTO

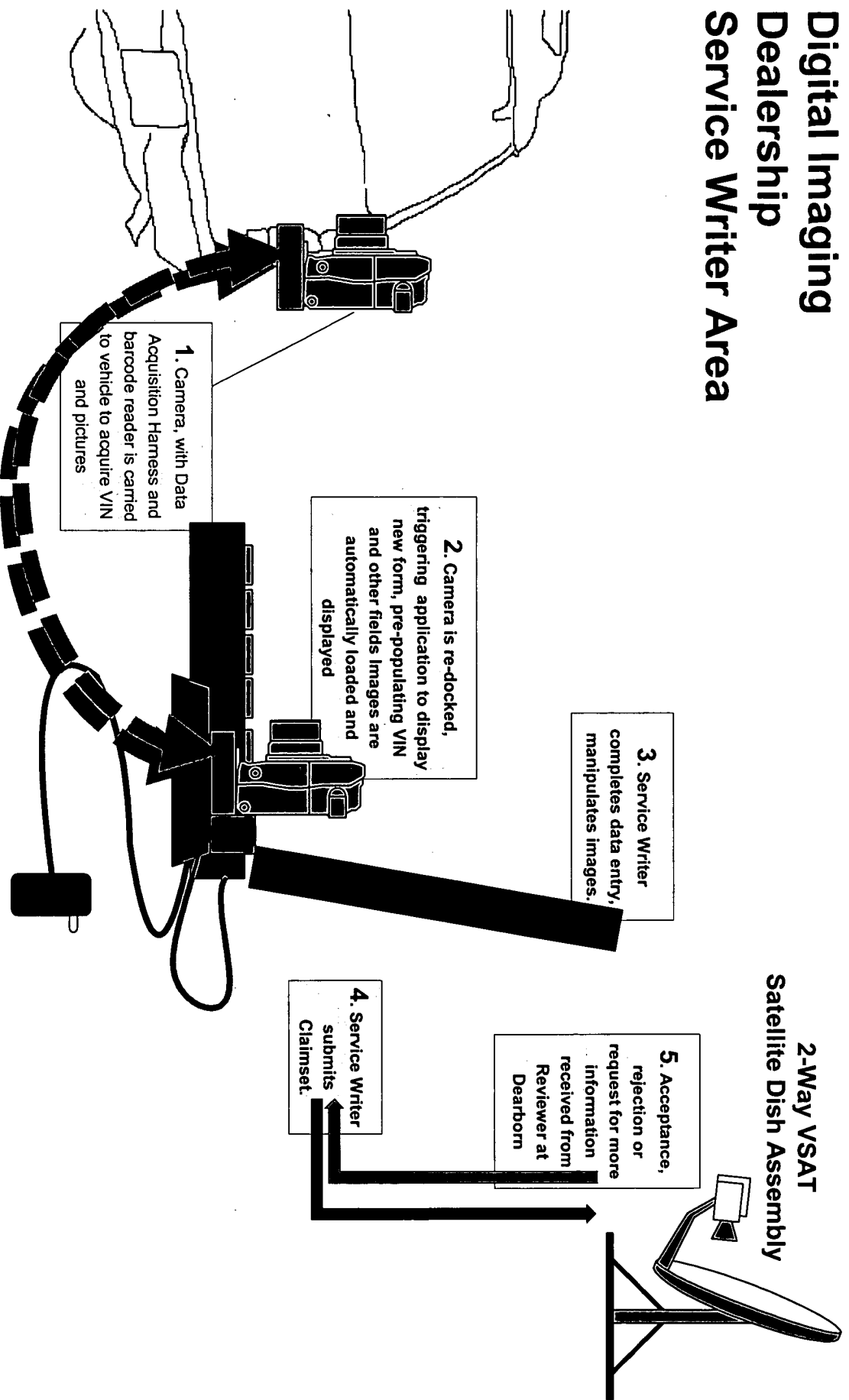
Required images

- Bar code swipe
- 3/4 view of vehicle showing readable plate number
- Readable odometer image
- Image showing area of defect
- Close up image of defect

Dealer Process 2

- Claim form automatically appears
- VIN automatically entered
- Dealer completes claim with priority stamp
- Send
- Timestamp received in 3.5 minutes
- Priority 1 claim will go directly to Reviewer

Digital Imaging Dealership Service Writer Area



Appendix 2



Date: 5-13-99

CALL ORGANIZER

Customer: PECA Principal: WA-DCO
 Person(s): RALPH

Next Visit:

Time:

Objectives:

Lead time
 Std US
 motor, interface

Convergent Media - will dub product

Follow Up: June 1 - 1st unit

Objectives:

Project Updates

Bar Code Wand

6180 - RS-232

→ power supply?

Application?

See note

Fixed Mount

IT 4900 Image

- disassemble / assemble

Image Engine

12/99 - Photos

2/00 - Production

Q1 00 - possibly
 support test
 doing decoding

Application Status

N/A??

Transmitter - not sure

Results:

Fixed Motor

- digital imaging system

digital camera

wound

docking station

* all IC will be

bought 1 ship

① 6180 w/18" cable - no connector (strip spec)

② 6180

near Emerson
 pin out

* Laser strobed - w/

DMK / system

Pilot August → Q1 2000

Module / Am

1.65 1.645"

Interface: RS-232 (Auto TTL)

440 C

Dec Bus

SENS Video to
 Dick E. image

presence of soldered
 can we address
 when strobe starts
 (battery issue) → scan
 objects by mistake??

Snappy → how can
 we improve

* 400 → a few
 thousand
 qty

Monitoring of supply?

Ralph just wants
 to duplicate our
 decoder on his PCB

Can two engines
 drive by one
 decoder??



440 SOUTH BROADWAY, PITMAN, NJ 08071

17000 MARINE ROAD, DRYDEN, VA 22030

114 ALESSANDRA COURT, SUITE 131, FREDERICK, MD 21702

Scan at the same
 time

809-589-5888/FAX 809-582-2251

016 006 740074/010 006 7101

301-682-6250/FAX 301-682-6265

Appendix 3

DIGITAL IMAGING INSTALL SCHEDULE - WEEK OF OCTOBER 4, 1999

P.A. Code	Number of Sites	Scheduled Time	Ordering	Address	City	State	ZIP Code	Phone #	Forwarder	PSN (PES) #	Computer Name Used	Computer Password	Computer Phone #
0164	1	1:00pm	Mark Ford	23920 Creechside Road	Valencia	California	91355	803-331-6608	X	PSN-08164	MACRIC	31566499	(661) 297-0316
1142	2	5:00pm	Phon Unad/Inventory	333 W. Plaza Parkway	Plano	Texas	75075	972-485-9122	X	PSN-11270	PLANO	41503164	314-750-9183
00835	1	8:00am	Pre-Delivery Center	4560 Edwards Ave - Bldg A	Minidana	California	91751	909-481-2111					
TUESDAY, OCTOBER 5, 1999													
07900	1	9:00am	Stewart Ford	7499 Dallas Blvd	Truckee	California	94588	916-833-3111					
WEDNESDAY, OCTOBER 6, 1999													
06342	1	9:00am	Don Bala Ford	3737 La Plaza Blvd	Henry	Louisiana	70038	504-348-9747					
08133	2	9:00am	Discovery Ford	850 Broad Street	Burlington	Ontario	L7R3J5	905-633-6606					
THURSDAY, OCTOBER 7, 1999													
07963	1	9:00am	Donation Ford	335 N. 16th Street	San Francisco	California	94114	916-442-6931					
08102	1	9:00am	Summit Ford	12 Carter Drive	Frederick	Ontario	M9V2C1	416-741-4221					
12853	1	9:00am	Bob Light LM	7701 Macdonald	Overland Park	Kansas	66204	913-387-0388	X	PSN-12853	BOESCHIT	31566456	816-845-4301
08303	1	9:00am	Car Johnson Ford	8399 East Sprague	Spokane	Washington	99213	509-924-1008					
FRIDAY, OCTOBER 8, 1999													
08303	1	9:00am	Car Johnson Ford	8399 East Sprague	Spokane	Washington	99213	509-924-1008					

Note: Please make sure that you insert the P.A. code as stated in the P.A. column, except for Canadian dealers.

Created by: DMAYBER

DIGITAL IMAGING INSTALL SCHEDULE - WEEK OF OCTOBER 12, 1999

PLA Code	Number of Sites	Scheduled Time	Destination	Address	City	State	ZIP Code	Phone #	Fordstar Dealer	FSN (FES) #	Computer Name (line)	Computer Password	Computer Phone #
TUESDAY, OCTOBER 12, 1999													
10638		9:00am	Metropolitan LAM	6307 Preston Road	Lebanon	Kentucky	40319	502-964-3000			METROPOLITAN	700431943	(502) 568-4350
(Metropolitan Laboratory)													
THURSDAY, OCTOBER 14, 1999													
02337		8:00am	T. E. Clark Ford	5715 Dunwoood Road	Hudson	Ohio	44126	330-634-3939	X	FSN-02337	TECLARK	81064907	316-71-7398
(T. E. Clark Ford)													
04664		11:30am	Jordan Ford	609 E. Jefferson Blvd.	Midland	Indiana	46346	315-339-1981			FOJORDAN	58998718	(719) 371-0016
order Service Writer Names To Be Added to System: Bill Egan, Bill Reynolds, Scott Malone, Mark Younger													
Jordan Body Shop Service Writer Names to be Added to System: Vette Anderson, Ken Thompson, Robin Chapman, Matt (Add 1 know his last name - have to put in when on site)													

Appendix 4

Detailed description of Ford Digital Imaging System

Overview

The DI system involves a process whereby a dealer service writer takes pictures of customer concerns regarding a vehicle under warranty, enters relevant data on to an electronic claim form and sends the resulting images and text via satellite to one of a number of expert claim reviewers. After examination, the reviewer processes the claim and sends the results back to the originator. The completed claim is automatically archived and if required passed to the manufacturing organization so as to speed up any correction process.

The system provides a real time and automated means of processing warranty claims.

The DI system comprises custom hardware and software. It employs digital camera technology and integrated bar code scanning, software to automatically download images with watermarked VIN detail, automatically populate the majority of information fields in a claim form, and provide real time transmission and delivery to a centrally networked group of Ford reviewers. The reviewers can access the claim and process it such that the overall time is less than 10 minutes.

This enables Ford to provide warranty assistance to customers *while they wait*.

Hardware

Digital camera assembly

The digital camera with integrated bar code scanner has the following attributes:

1. Base attachment which houses 6 AA rechargeable batteries, bar code scan engine and lens with custom data interface assembly, USB and charge indicator lights and a series of pin connectors to interface the whole assembly with a docking station.
2. Custom software scripts which reside on the camera floppy disk which provide for automatic watermarking of scanned VIN information on each image and the automatic writing of VIN information on an electronic claim form. Other features such as pro-active status interrogation of the camera assembly and automatic reset of camera parameters (settings) are provided using scripts.

Docking Station assembly

The docking station assembly has the following attributes:

1. Spring loaded connector set for interface with camera assembly.
2. Intelligent charger sub-assembly for correct testing and charging of batteries when camera assembly is docked.
3. Custom sensor sub-assembly to ensure power shut down when application not active.
4. USB and serial interfaces to camera assembly.
5. Internal power distribution strip.
6. External interface panel for:
 - ♦ Satellite connection